- Sen. Packwood takes his case to public
- Atlantic Show attracts big crowd, new ideas
- Federal court alters teletext decision
- New measurement service set for cable

CableVision

The news and features weekly of the cable television industry November 8, 1982 $3.00

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'Likely Stories': A made-for-pay hit

CableVision | November 8, 1982. Volume 8, Number 10

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Cable week

California will open its doors and let in the flood of industry participants in a dual meet situation of the National Cable Programming Conference and the Western Show designed to highlight the best of cable. **Page 49.**

Atlantic expectations

The first ever Atlantic Show held in Atlantic City, N.J., exceeded expectations by drawing more than 1,700 participants. Those who attended gave the event high marks. **Leading the week, pages 13-24.**

Teletext clarification

The 7th U.S. Circuit Court of Appeals altered a previous decision in the United Video-WGN dispute, alleviating worries about making channel space available for program-related teletext. **Leading the week, pages 13-24.**

Compensation shift

ESPN executives have made it official. The all-sports channel no longer will provide affiliate compensation. **Leading the week, pages 13-24.**

Cable employment

The FCC released 1981 cable industy employment figures that showed more than 51,000 people working in the industry. Those same statistics predict that some 65,000 people will be working in cable by the end of 1982. **Leading the week, pages 13-24.**

New count

The Audit Bureau of Circulation announced last week that it will offer a new service to measure cable network audiences. **Leading the week, pages 13-24.**

Amending censorship

Panelists discussing censorship of cable television expressed divergent views at the Atlantic Show on how the First Amendment affects transmission of sexually provocative programming. **Page 29.**

Kovacs embraced

John Barbour's tribute to the late Ernie Kovacs suffered a dismaying round of broadcast and cable rejection before finding its current home at Showtime. **Page 29.**

Relating the package

Good consumer relations and proper channel utilization can help boost cable system profits, according to panelists at the Atlantic Show. **Page 35.**

Comband unveiling

General Electric has announced its Comband system, a process through which cable operators can increase up to twice the number of cable TV channels they can transmit over existing cable systems. **Page 35.**

First Amendment stand

Sen. Bob Packwood recently took his proposal for an extension of First Amendment rights to the electronic media before C-SPAN viewers and received interesting and mixed reactions. **Page 131.**

Maryland appeal

Maryland last week filed a notice of appeal in the massive AT&T antitrust suit—a move that has the potential to delay implementation of the divestiture proposal filed in the case last January. **Page 131.**

About the cover

Christie Hefner was photographed at the Denver offices of Daniels & Associates by *CableVision* Photo Editor Rob Stuehrk.

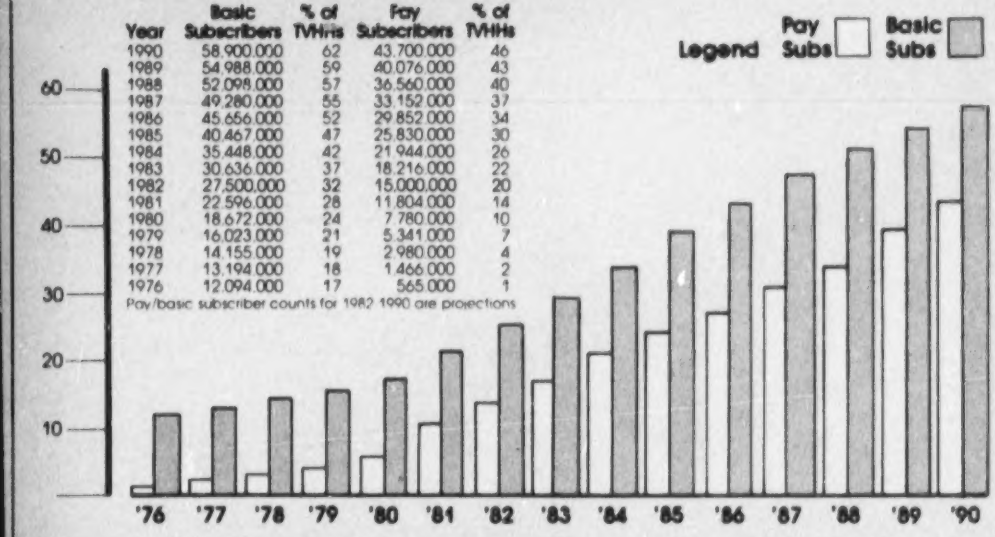
This week in PLUS

There's plenty of opportunity but not yet much money in producing shows for cable television. It's a tough market to crack, as Jonathon Dana and David Jablin discovered when they tried to get *Likely Stories* on the air. With an oil baron's talent for dealmaking and a willingness to wear silly hats at a national convention, they turned the dream into a made-for-pay success story. . . . Christie Hefner, who, as the recently named president of Playboy Enterprises, is in charge of "recreating" the company, talks about women, her dad and a new look for the Playboy Channel. **Pages 67-90.**

Pay/basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	27,500,000	32	15,000,000	20
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections



Cable barometer

Television households (TVHH) 82,100,000
Homes passed by cable (HP) . 45,310,421
Percent of TVHH passed by cable 55.2%
Basic cable subscribers .. 26,991,845
Percent of TVHH with basic cable 32.9%
Percent of HP with basic cable 59.6%
Pay cable units 14,550,000
Percent of TVHH with pay cable 17.7%
Percent of HP with pay cable 32.1%
Percent of basic subs with pay cable .. 53.9%

Figures are as of October 1982

Franchising in the top 50 markets

Rank	Market	Status of core city
1.	New York	Manhattan-OP; four unwired boroughs-FP.
2.	Los Angeles	City is divided into 14 areas (A-N): 10-OP, 2-FG, 2-FP.
3.	Chicago	City is divided into five areas: FP
4.	Philadelphia	City is divided into N,S,E,W. S-OP; other three FP
5.	San Francisco	OP (system to be upgraded).
6.	Boston	FG
7.	Detroit	BP
8.	Washington, D.C.	LNA
9.	Cleveland	BP
10.	Dallas/Ft. Worth	Two systems-OP
11.	Pittsburgh	OP
12.	Houston	five systems-OP
13.	Minneapolis/ St. Paul	FG/BP
14.	St. Louis	FP
15.	Seattle/Tacoma	City is divided into five parts (3 OP, 1-FG, 1-BP); Tacoma-OP.
16.	Atlanta	OP
17.	Miami	FG
18.	Tampa/ St. Petersburg	FP/OP
19.	Baltimore	BP
20.	Denver	FG
21.	Indianapolis	Two systems OP
22.	Sacramento/ Stockton	FG/OP
23.	San Diego	OP
24.	Portland	Three systems OP
25.	Kansas City	OP
26.	Hartford/ New Haven	Two systems-OP
27.	Cincinnati	OP
28.	Milwaukee	FG
29.	Buffalo	OP
30.	Nashville	OP
31.	Phoenix	Two systems-OP
32.	Columbus	Four systems-OP
33.	Providence/ New Bedford	LNA/OP
34.	Memphis	OP
35.	Charlotte	OP
36.	New Orleans	OP
37.	Greenville/Asheville/Spartansburg	Three systems-OP
38.	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
39.	Oklahoma City	Two systems-OP
40.	Orlando/ Daytona Beach	Two systems-OP
41.	Raleigh/Durham	Two systems-OP
42.	Louisville	Two systems-OP
43.	Charleston/ Huntington	Two systems-OP
44.	Birmingham	OP
45.	Salt Lake City	OP
46.	Harrisburg/York/ Lebanon/Lancaster	Four systems-OP
47.	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48.	Wilkes Barre/ Scranton	Two systems-OP
49.	Albany/Schenectady/Troy	Three systems-OP
50.	Dayton	OP

Legend

OP—operational.
FG—franchise granted.
FP—franchise pending.
BP—beginning process.
LNA—little or no action.

Franchising calendar

This chart examines the franchise status of communities during the third quarter of 1982. "Pending" refers to communities that are in the franchising process but have yet to make an award.

Alabama
Tarrant City—renewed franchise award to Alabama Cable TV (which was recently purchased by AIC) 8/82.

California
Beaumont—award to Field Cablevision 8/82 (3,200 homes).
Bellflower—award not expected until December.
Davis—Davis Cable Cooperative to submit proposal by 10/29/82.
East San Fernando Valley—DOT recommended top-ranked Valley Cable; award expected 1/83.
East Yolo—developing RFP; expect to issue by 12/82.
El Monte—final agreement signed with Group W 9/14/82.
Hacienda Heights, West Whittier, Bassett, Valinda, Whittier Narrows—award to United Cable Television Corp.
Hawaiian Gardens—franchise refused to Cable West; schedule for new bid proposals indefinite.
Hawthorne—awarded to Group W.
Harbor City, Wilmington, San Pedro—award to Colony/Harbor Cablevision (27,000 homes).
Lakewood—Tribune Co. selected by city council; final award expected by 11/82 (26,000 homes).
Lomita—recommendation expected 11/82.
Los Altos—legislative study under way; report due 11/82.
Los Angeles, South Central Region—pending.
Palo Alto—city council voted to allow private companies to bid on franchise; RFP expected 11/82 (22,000 homes).
Pico Rivera—California Cablevision contesting referendum denying them franchise.
Sacramento—award to United-Tribune Cable 9/27/82 (306,000 homes).
San Buenaventura—beginning to study feasibility.
San Fernando—city council selected Valley Cable to negotiate franchise 6/21/82.
Signal Hill—franchise transferred to Long Beach Cablevision Co. (Times Mirror/Knight Ridder).
South Mouravia—two bidders: Group W, Falcon Cable (5,000 homes).
South Whittier—United cable recommended; award expected 1/83. (1,700 homes).
Sunnyvale—city council opened bidding for refranchising to all interested companies; franchise currently held by Sunnyvale Cable TV.
Tulare—award to Scripps-Howard (80%) and Michelson Media (20%).

Colorado
Denver—award to Mile Hi Cablevision.
Greenwood Village—Mountain States Video selected in public referendum 7/13/82 (1,600 homes).
Northglenn—American Television and Communications sole bidder 9/82.
Platteville—three applicants; award expected 11/82.
Wheat Ridge—voters approved franchise award to AIC 6/23.

Connecticut
Windham, Lebanon, Scotland, et. al. (cable area 13)—applications being submitted to PUC.
Vernon Consortium (cable area 12)—award awaits decision by PUC.

District of Columbia
District council approved cable bills; RFP to be released spring 1983.

Florida
Pinellas County—award to Vision Cable of Pinellas Inc. (10,000 homes).
Plantation—award to Planned Cable Systems Co. for western area of city.
Tampa—negotiating with Tribune Cable Co.; final agreement expected 11/82 (114,000 homes).

Illinois
Addison, West Chicago, Winfield, Warrenville, Aurora (unic. DuPage County Areas)—county negotiating with Centel.
Alsip—nonexclusive franchise awarded to Multimedia Cablevision Inc. 9/82.
Bensenville—final negotiations with Continental in progress.
Chicago—Continental Cablevision, Cablevision Systems, Group W Cable, TCI/Cross Country, Satellite Cable Communications, Communications and Cable submitted bids for the five franchise areas.
Countryside—negotiating with Cablevision of Chicago.
Downer's Grove, Darien, Woodridge, Lisle (unic. DuPage County areas)—county negotiating with Cablevision of Chicago.
Elmwood Park—pending, no award date set.
Glen Ellyn (unic. DuPage County areas)—county negotiating with Group W Cable.
Glenview—franchise agreement reached with Cablenet Inc.
Harwood Heights—reviewing applicants; award expected 11/82.
LaGrange, LaGrange Park, Indian Head Park, Riverside—final negotiations with Centel in progress.
Lincolnwood—final negotiations under way with Cablevision of Chicago.
Lombard, Oakbrook Terrace, Elmhurst (unic. DuPage County areas)—county negotiating with Continental.
Morton Grove—award to Continental Cablevision.
Naperville—two proposals under consideration; final draft proposals due 11/19/82; award expected 12/16/82.
Northbrook—negotiating with Cablenet Inc.
Richton Park—award to Centel, 3,500 homes.
Riverdale—village board awarded Continental a 15-year franchise.
South Holland—pending.
Wentzville—surveying residents' interest in cable.
Westmont—award expected 11/11/82; three finalists: Centel, Continental Cablevision and Multimedia.
Winnetka—considering municipally operated system.
Wood Dale, Itasca, Bloomingdale, Rosell, Carol Stream (unic. DuPage County areas)—final franchise agreement with MetroVision ratified by individual boards, 10/82 (27,000 homes).

Indiana
Elmora—award to Quality CATV.
Gaston—award to Quality CATV.
Grant County—award to Quality CATV.
Hebron—drafted new ordinance; five applicants.
Indianapolis—recommendations to city/county council expected by 10/82 on whether additional franchises should be awarded to compete with two existing systems.
Lyons—award to Quality CATV.
Munster—negotiations under way with US Cable; agreement expected by 12/82.
Roachdale—award to Quality CATV.

Maryland
Baltimore—RFP issued 7/21/82; proposals due 11/17/82; tentative award date 2/9/82.
Montgomery County—award to Tribune-United 10/14/82 (200,000 homes).

Massachusetts
Abington—pending.
Acton—awarded to Adams-Russell 9/82 (6,400 homes).
Ayer—pending.
Bedford—award to Adams-Russell (3,813 homes).
Bourne—pending.
Braintree—awarded to Adams-Russell 9/20/82 (11,700 homes).
Bridgewater—pending.
Cohasset—pending.
Danvers—award to Rollins Cablevision of Massachusetts.
Dedham—awarded to Bay Cable Affiliates 8/82.
Hingham—pending.
Holbrook—pending.
Holliston—pending.
Hopedale—awarded to South Massachusetts Cable (Alda Group) 7/19/82.
Hull—award expected 12/8/82.
Lancaster—award pending.
Martha's Vineyard—award to Dukes County Cable TV.
Medway—awarded to Cablevision Industries 6/7/82.
Merrimac—pending.
Nahant—pending.
Needham—awarded to Continental 7/82 (8,000 homes).
Northborough—pending.
Norwell—award expected 2/83.
Rockland—award expected 12/82.
Scituate—awarded to American Cablesystems 9/82.
Shrewsbury—award to Shrewsbury Electric Light Plant (9,000 homes).
Stoughton—pending.
Walpole—pending.
Waltham—pending.
Wellesley—pending.
Westborough—pending.
West Newbury—awarded to American Cablesystems (1,000 homes).
Whitman—pending (3,500 homes).

Michigan
Detroit—RFP issued; proposals due 12/10/82; 471,000 homes.
Marquette—Marquette Cablevision selected by City Council; final award expected 11/8/82 (7,000 homes).
Romeo—award expected by 11/1/82.

Minnesota
Afton, Cottage Grove, St. Paul Park, et. al. (South Washington County Cable Commission)—working on RFP (6,000 homes).
Arlington, Gaylord, Winthrop, Gibbon, Green Isle—RFP issued; no bids received; expect to reissue RFP by 12/82.
Burnsville—drafting RFP in conjunction with Eagan; expect to issue 10/82.
Chanhassen—assessment not yet complete (2,295 homes).
Deephaven, Excelsior, Greenwood, Shorewood, Tonka Bay, Victoria, Woodland—assessment not yet complete (5,467 homes).
Eagan—see Burnsville.
Forest Lake, New Scandia, Columbia—sole bid submitted by Combined Cable; decision expected by 11/82.
Hastings, Marshan—preliminary approval to Hastings Cable TV (Telephone and Data Systems Inc.).
Kasson—award to Group W.
Marshan—preliminary approval to Hastings Cable TV.
Minneapolis—Rogers/Storer arrangement approved and in final negotiations.
Minnetrista, Spring Park, St. Bonifacius—working on needs assessment.
Mound—issued RFP 8/30/83 (3,600 homes).
Northfield City and Township—awarded 3 to Zylstra/United (50/50); awaiting city council action.
Olivia—award to North America Communications Corp.
Owatonna—pending.
Princeton, Rush City, Mora, Milaca, Cambridge, Braham, North Branch, Branch, Pine City, Isanti, Townships: Pine City, Chengwatana, Milaca, Bradford, Spencer Brook, Pokegama, Isanti, Arthur (East Central Cable Commission)—negotiating with Combined Cable (sole bidder); decision expected 11/82.
Prior Lake—RFP issued 9/13/82; proposals due 11/29/82.
Ramsey/Washington County—Group W Cable was sole bidder 7/82.
St. Paul—RFP expected 11/82.
Savage—assessment not yet complete (1,272 homes).
Shakopee—awarded to Zylstra/United (50/50) 9/10/82.
Stillwater, Bayport, Oak Park Heights (Central St. Croix Valley area)—issued RFP; proposals due 12/82.
Wayzata—issued RFP; 1,800 homes.
West St. Paul (North Dakota County Cable Service Territory)—preparing RFP (31,000 homes).
Windom—beginning to study feasibility (1,600 homes).

Missouri
Arnold—US Cable franchise agreement pending; city considering non-exclusive franchises.
Herculaneum—award to U.S. Cable.
Pevely—award to U.S. Cable.
St. Louis—Melbar Corp. (owned 80% by TCI) recommended to board of aldermen for final approval 8/12/82.
Vandalia—city reviewing proposals; award date indefinite.

New Hampshire
Hampstead—tentative award to Commonwealth Cable; negotiations being finalized.
Kingston—six proposals submitted; award expected 11/3/82.
Londonderry—awarded to Harron Communications 8/82.
Plaistow—award to Rockingham County Cablevision Inc. 10/18/82.

New Jersey
Jersey City—new RFP to be issued pending lifting of court-ordered stay.
Paterson—PUC decision expected by 10/31/82.
Princeton—franchise award to Home Link (Dow Jones) approved by PUC 9/82.
Upper Deerfield, Cumberland City—three applications received: Clover Cable Television, Cumberland County Cable and Group W/Cablentertainment. Award expected 10/28/82.

New York
Harrison—award to Adams-Russell.
New York City—borough negotiations still in progress.
Union Springs, Aurora, Aurelius, Cayuga County, Ledyard, Springport—award to Cablevision Industries.

North Carolina
Bethel, Robersonville—accepting bids; award expected 11/82.
Davie County—portion of county awarded to Summit Cable Inc. 6/82; two proposals submitted for remaining portion of county; award expected 12/82.

Ohio
Bentleyville—award to Matrix Enterprises Inc.
Brecksville—city council awarded franchise to Complexicable (126 homes).
Brooklyn—municipal ownership under consideration, no timetable set for decision.
Cleveland—pending.
Garfield Heights—RFP to be issued by 11/82 (12,000 homes).
Middleburg Heights—process halted pending settlement of legal challenges and lifting of court-ordered stay.
Moreland Hills—award to Viacom.
Newtown—award to Warner Amex 6/82.
Whitehouse—award to Community Cable TV Inc.

Oregon
McMinnville—negotiating with Liberty Communications Inc.; award expected by 11/1/82.
Milwaukie—pending.
Sylvan, West Hills, Dunthrope—task force formed to prepare RFP, review bids; recommendations expected by 2/1/83.

Pennsylvania
Philadelphia—RFP issued; proposals due 12/22/82 (135,000 homes in each of four franchise areas).

Rhode Island
Newport, Middletown, Portsmouth, Tiverton, Little Compton (Area 7)—all action suspended due to pending lawsuit.

Texas
Azle—pending.
Plano—five responses received by city; Group W, Storer, TeleCable, Prestige Cable and Prime Cable (received late); city reviewing responses (25,000 homes).
Richardson—proposals due 10/18/82.

Virginia
Dinwiddie County—RFP issued; no proposals received.
Fairfax County—award to Media General Inc. 7/28/82 (200,000 homes).
Goochland County—sole proposal rejected; no new proposals received.
York County—award to Continental Cablevision.

Washington
Granger, Toppenish, Wapato, Zillah—award to McCaw Communications; final negotiations underway.
Seattle, Central District—City Council voted 8-0 to approve award to Seattle Community Cablevision; hearing examiner reviewing bid; final action expected by 12/20/82.

Wisconsin
Hales Corner—city board approved ownership transfer (80%) from AIC to Viacom 8/10/82.
Kenosha—two applications received: U.S. Cable and Total TV. Award expected 12/82.
Milwaukee—final franchise agreement with Warner Amex under negotiation.